Filmack's Messenger of Good Cheer

Inspiration

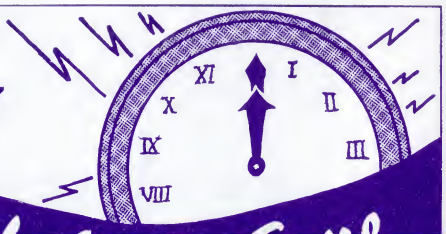
VOLUME 16 JANUARY 1955 NUMBER 1

Happy New Year, Fellas!

And A Prosperous One, Too!

Start A Promotion Drive . . . . In '55!

PUT THEM IN A HILARIOUS MOOD ON NEW YEAR'S EVE!

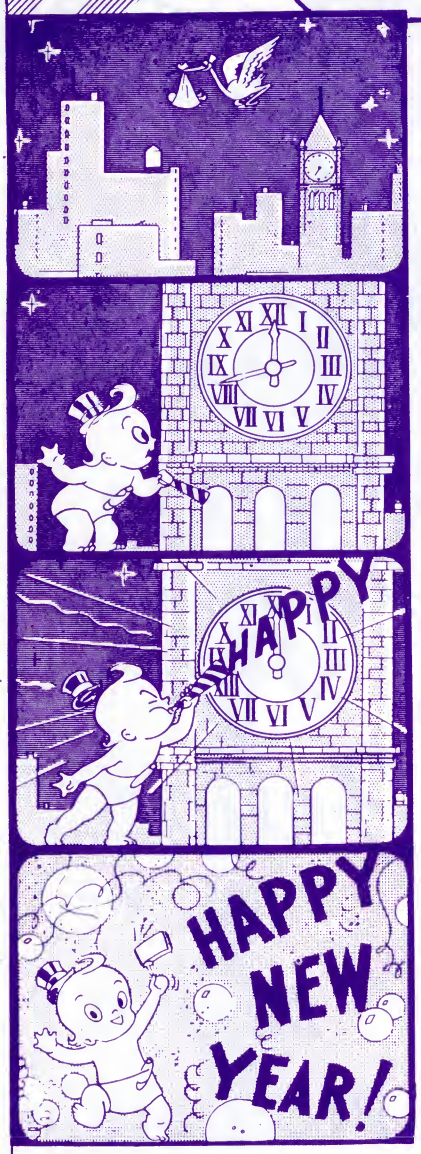


RUN FILMACK'S Fully Animated CLOCK TRAILER

Here is a Perfect TWO-SOME that is a "MUST" for a MIDNIGHT SHOW!

Auld Lang Syne SINGING REEL

THIS IS WHAT YOU SEE AND HEAR



Clock Tower comes into view. Stork flies into view carrying New Year Baby.

Narration:

"In just 30 more seconds . . . the New Year will be HERE!"

Baby is placed near clock by stork and looks up at clock.

Narration:

"Keep your eye on the clock and get ready to cheer and SHOUT HELLO to a brand NEW YEAR!"

Baby puts a horn in his mouth. Gets ready for 12 o'clock.

Narration:

"GET READY . . . GET SET . . . IT'S 12 O'CLOCK ! ! !"

Baby blows horn and big HAPPY NEW YEAR appears on the screen.

Narration:

"HAPPY NEW YEAR" . . . with sounds of crowds yelling and celebrating the New Year ! !

$7.50 TINTED GREEN

And . . .
THE CLOCK TRAILER IS NOT DATED!
You can use this Trailer YEAR AFTER YEAR! Because of its clever UP-TO-DATE Animation, it won't be "Old Fashioned" for YEARS TO COME ! ! !

FILMACK TRAILER CO.

BUILD UP WITH CLOCK TRAILER AND FOLLOW WITH THIS

EVERYONE likes to Sing . . . ON or OFF KEY . . . and with the Bouncing Ball to guide them, EVERYONE can yell out the All-Time NEW YEAR'S EVE favorite . . .

AULD LANG SYNE
New Year's Eve SINGING REEL

Animated with Dave Fleischer's
BOUNCING BALL

For Audience Participation

RUN IT AT YOUR N. Y. EVE MIDNIGHT SHOW, ALSO AT EVERY SHOW ON NEW YEAR'S EVE AND NEW YEAR'S DAY!

SOLD OUTRIGHT - It's yours to keep and use for years to come . . ONLY $10.75

A PERFECT PAIR OF TRAILERS TO SAY
HAPPY NEW YEAR to your patrons!

MAIL THIS ORDER FORM

FILMACK TRAILER COMPANY
1327 So. Wabash Ave., Chicago 5, Ill.
630 Ninth Avenue, New York 36, N. Y.

Please RUSH the following:

- ☐ **Animated** Clock Trailer at $7.50.
- ☐ "Auld Lang Syne" Singing Reel at $10.75.
- ☐ OR, send BOTH Trailer and Reel at the SPECIAL Combination Price of $17.25.

THEATRE_____

MANAGER_____

CITY_____ STATE_____

Filmack's Messenger of Good Cheer

INSPIRATION

FILMACK'S 35th ANNIVERSARY YEAR

CHICAGO
1327 South Wabash
HArrison 7-3395

NEW YORK
630 Ninth Ave.
Plaza 7-3809

Published Monthly by the Filmack Trailer Company And Sent To Those Friends With Whom We Would Like To Visit More Often.

A Service For The Showmen Of America

A Very Merry Christmas to You and Yours:

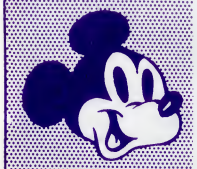
All of us here at Filmack feel that the Holiday Season would be mighty incomplete if we did not tell you of the friendship we hold for you personally, and how appreciative Filmack is of your patronage.

We hope it will be the happiest Holiday you ever had . . . chuck full of fun, merriment and all those things which warm the heart and make life seem so good at Christmas Time.

Irving Mack

Joseph Mack Bernard Mack
Donald Mack
And all the Boys and Girls of Filmack.

And... A Happy New Year, Too!



So...BUSINESS IS GOOD? then DON'T read this letter

*** READING TIME: 1 Min.**
THINKING TIME: 2 Min.

Dear Mack:
I would like to pass on something constructive for every small town and neighborhood theatre. It has worked two years in a row for me . . . so if you know of a little guy just hanging on, tell him to try it . . .

It's simple and most exhibitors are afraid of it. It's an ALL DISNEY WEEK: that's it. Nothing but Disney. All repeats. All cheap film!

Last year on our Disney Festival, we played: SUN. AND MON. "Alice in Wonderland" and "Cinderella" TUES. AND WED. "Dumbo" and "Ichabod and Mr. Toad," "Nature's Half Acre" and Cartoon; THURS., FRI. AND SAT., "Treasure Island," Waterbirds," "Olympic Elk" and Cartoon.

This year, 51 weeks later, we played SUN. AND MON., "Pinocchio," 4 cartoons (really old), "Ferdinand the Bull," "Brave Little Tailor," "Grasshopper and the Ant," and the "Ugly Duckling," plus "Nature's Half Acre" again.

TUES. AND WED., repeat on "Peter Pan," "Waterbirds" "Bear Country" plus a cartoon. And THURS., FRI., SAT. repeat on "Story of Robin Hood," "Olympic Elk," and the only new release of the lot, "Alaskan Eskimo."

This program out-grossed my first four day run of "Greatest Show on Earth," and this was right in the middle of a heat wave!

Tell exhibitors to have plenty of help and all the Popcorn popped ahead that they can get. Don't worry about adults — they'll come. They bring the Small Fry and refuse to buy them candy but get popcorn instead.

We had at least 27 kids who were seeing a movie for the first time! At least one parent brought them, and in most cases, both came. We gave each of these kids candy to take home for the next day. (In seven years, they'll be paying adult prices!) No doubt there were more that we missed.

The point is: you can do "middle-of-the-winter" grosses! The candy concession leaps to about 65%! And your film-costs should run only about 50% of your usual cost!

It's a real joy to see families and groups of families come back for each change. Of course the men will good-naturedly grumble a little about being rooked into coming . . . but the number of men singles for this type of program is nothing short of astounding! . . .
They tell you, very pointedly, that they are coming in to see the TRUE LIFE ADVENTURE. Agree with them . . . but don't believe them! . . . They stay to the finish!

It's also a joy to sell 7, 8, even 9 boxes of corn at a crack, time after time! YOU JUST HAVE TO MAKE THEM WAIT . . . THE MACHINE WON'T KEEP UP WITH THE DEMAND!
So pass this idea on for what it's worth. It might help a little guy hang on . . . it might even help him pay his bill to FILMACK . . .I hope so!

Cordially yours,
RALPH F. COBOURNE

If your January business could use a shot in-the-arm, running this Disney Revival Show could do the trick!

If you decide to take that flyer, send Filmack the details, and we'll be glad to make-up your Trailer promptly, at 15c a word.

Here's The Trailer To Proclaim DISNEY WEEK

Make up your own trailer from this copy. Pick the paragraphs that suit your needs:

KIDS!

If you could see the show of your dreams . . . what would it be?

We think we know the answer! . . .

An ALL DISNEY SHOW . . . and that's what you're going to get!

But not just one day of Magic Disney Features and Shorts . . . you'll see A WHOLE WEEK OF DISNEY HITS!

That's right . . . every day a different wonderful Disney Program, during DISNEY WEEK, (date) thru (date) at this theatre!

Every day a different feature, cartoon and short subjects!

Tell MOM and DAD about the week of Super-Entertainment we've scheduled for you!

And MOMS and DADS! . . . you're invited to share your children's laughter and delight, too!

ALL DISNEY WEEK means Thrills, Chuckles and Roaring Laughter for Everyone!

One day you'll see an exciting True-Life Adventure feature . . . on the next, an enchanting Full-Length Cartoon-fantasy . . .

There's fun in store for Kids from 6 to 60 during Disney Week at this theatre . . . (date) thru (date.)

Jan. 5-1 15c A Word

Count your assets: If you have a clear conscience, and a good liver; if you have three good friends and a happy home; if your heart has kept its youth and your soul its honesty—cheer up—you are still one of life's millionaires.

*

"Life is a grindstone, and whether it grinds a man down or polishes him up depends on the stuff he's made of," says Josh Billings. Our difficulties show what we are made of and we often do our best work when we are cornered and challenged.

*

As a man grows in years, he values the voice of experience more, and the voice of prophecy less; he finds more of life's wealth in the common pleasures—home, health, children; he thinks more about the worth of men, and less about their wealth; he begins to appreciate his own father more; he boasts less and boosts more; he hurries less, and usually makes more progress; and he esteems the friendship of God more.

*

Before sending away a Christmas parcel you weigh it and then affix the proper amount of stamps. How would you like to weigh it upon scales that would indicate the amount of happiness that it would give to its recipient? We have no scales for that, but we can judge fairly well if we know how much loving thought we have put into the choice of the gift, and the sending of it.

THE CITIZEN'S CREED

"I believe in my Job. To some it may not be a very important job, but it is mine.

"I believe in my fellow men.

"I believe in my country If it is not the best country in the world, it is partly because I am not the kind of man that I should be."

Get 1955 Off To A Flying Start!

Enthuse your patrons about your Coming Hits

FAR IN ADVANCE

with

FILMACK'S TRAILERETTES and HEADERS

To sell 'em, you have to Tell your patrons far in advance all about the wonderful pictures they can look forward to at your Theatre. Try these Headers:

We're bustin' our buttons with Pride . . . over the Big Hits the New Year's Bringing to This Theatre!

Many of our Coming Screen Triumphs are in Splendid CinemaScope . . . in Glorious Color!

ALL Sparkling with Stars!

No Wonder We're Proud . . . When we have this Spectacular Line-Up of Hit Pictures on the way!

Jan. 5-2 $6.50

(Follow with Trailerettes)

Music or Silent. Available on All Pictures!

Trailerettes are only 85¢ each.

The above Headers, combined with Trailerettes, will put your Patrons in the Right Frame of Mind.

THE 1955 PARADE OF SPECTACULAR MOVIE ENTERTAINMENT IS ON ITS WAY!

Star after Star . . . in their newest Hit Pictures . . . are on their way . . . To start your New Movie Year off . . . With a BANG!

Here's a sample of the Big Parade of Star-Studded Pictures we've scheduled for January . . .

Jan. 5-3 $6.25

(Follow with Trailerettes)

FILMACK 1327 So. Wabash Chicago Illinois

THE Poems of the MONTH

Don't tell me what you will do
When you have time to spare;
Tell me what you did today
To ease the load of care.
Don't tell me the dreams you have
Of conquest still afar;
Don't say what you hope to be,
But tell me what you are.

*

With doubt and dismay you are smitten,
You think there's no chance for you, son?
Why, the best books haven't been written,
The best race hasn't been run.
The best score hasn't been made yet,
The best song hasn't been sung.
The best tune hasn't been played yet —
Cheer up, for the world is young.

*

THREE GATES

If you are tempted to reveal
A tale, to you someone has told
About another, make it pass,
Before you speak, three gates of gold.
These narrow gates: First "IS IT TRUE?"
Then, "IS IT NEEDFUL?" In your mind
Give truthful answer. And the next
Is last and narrowest, "IS IT KIND?"
And if to reach your lips at last
It passes through these gateways three
Then you may tell the tale, nor fear
What the result of speech may be.

The Theatre Screen is one of the most potent selling mediums in this business.

We'd vote it the number one spot for theatre selling.

Commonwealth Theatres

ARE NOISY AUDIENCES Making A MONKEY HOUSE OUT OF YOUR THEATRE?

You don't have to wish the jabberers back to the ZOO! A trailer like this will call a halt to frantic antics:

LADIES AND GENTLEMEN!
We are requesting your cooperation . . . in maintaining Silence during the performance.
If everyone will do his or her part . . . then everyone will have a chance to enjoy the Show!
Thank you,
The Management

Jan. 5-4 $5.00

We like you to meet your friends here . . . but PLEASE, save your greetings for after the SHOW!
Feel free to make any comments you like . . . out in the Lobby. NOT while the Movie is on.
Every one will Enjoy Movie Time MORE . . . if Every one will cooperate! Thanks,
The Management

Jan. 5-5 $6.50

HEY KIDS
WHY? WHY? WHY?
Do we have to keep saying "Don't" to you?
We've tried to be fair and square . . . but you kids are driving adults away . . . and we need adult trade.

So we'll just have to get tough. If you insist on being rude and noisy . . . you'll be asked to leave!

We mean business! If you cause a disturbance, or throw things around, out you go . . . and you'll be refused further admission.

And seat-cutters take warning . . . We intend to prosecute vandals to the fullest extent of the law!

Jan. 5-7 $10.00

Baby, Please Listen!
Mother Didn't Tell You, But When You Cry It Spoils The Show For Everybody, Including Mother . . .

So Please Get Mom To Take You Out To The Lobby or Rest Room Until You Get To Sleep Will You? Thanks.

Jan. 5-6 $5.25

Your own Special Ideas are Welcome . . . We'll Trailerize your copy at 15c a word.

FILMACK TRAILER CO.

GAGS and GIGGLES

I call my boy friend Boomerang because he keeps coming back.

*

Old burlesque dancers never die, they merely get bumped off.

*

Alimony is a system by which, when two people make a mistake, one of them continues to pay for it.

*

Marriage is a popular institution because it provides maximum temptation with a maximum of opportunity.

*

A conscience is something that feels so bad when everything else is feeling so good.

*

A bachelor is a man who has the whole closet to himself.

*

He gave her so many jewelry and furs that he finally married her for his money.

*

He explained that he was delayed at the office—up to his neckin' work.

*

We Can Help You!

IF because of close National Release Dates or for any other reason, you're unable to get your regular Preview Trailer . . . don't worry!
WIRE Filmack the name of the feature; we'll get stills and press material and whip up a trailer for you.
WE'LL get it right back to you, so that you'll have plenty of advance showing time.
SO, if you're ever in such a predicament, or jam . . . remember, you can count on Filmack to come thru fast with a substitute preview trailer.
YES . . . You Can Always Depend on FILMACK!

A big business man was sitting at a bar, drinking beer, when a girl came in and sat on a stool next to him. He looked her over and started a conversation. He soon propositioned her and offered her $1,000 to spend a week-end with him at his Hudson River home.

Thinking how nice the $1,000 would be, she accepted.

After the week-end was over and they started home, she asked him for the $1,000 and he said he'd mail her a check for the amount. The check arrived, but it was only for $500.

So she decided to call on him at his office. It was full of people and not wanting to embarrass him, she said:

"In regard to that house you rented, I only received half the rent."

The man, catching on quickly, said:

"Oh yes! The house. Well, in the first place, you didn't tell me it had been used. In the second place, it was too big. And in the third place, there was no heat."

"In the first place," she replied, "you didn't ask if it had been used. In the second place, it wasn't too big; you just didn't have enough furniture to fill it. And in the third place, there was plenty of heat — you just didn't know how to turn it on!"

She got the other $500.

*

Well, old boy," said the guest to his host who had just moved into a new home, how do you find it here?" "Upstairs.— First door to the right."

I want to pass along my thanks and appreciation for the way our trailer-ad order was handled on the telephone. The little lady on your end of the line was very courteous and patient . . . and our film was processed without the slightest error . . . even tho it was a rush order by phone!

A. D. Brooks
Cherry Theatre
Havelock, N. C.

CROW ABOUT YOUR SHORT SUBJECTS

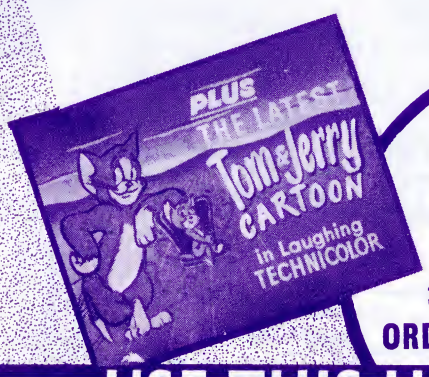
They Can Save The Day For You If Your Feature Isn't Too Strong!

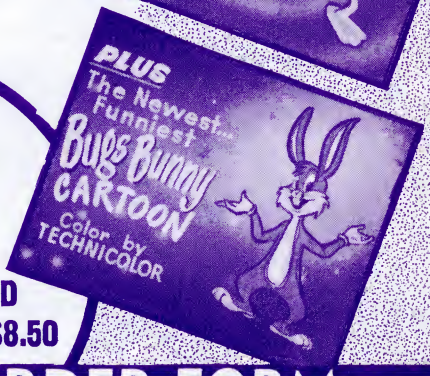
Advertise Them With

FILMACK'S

Advertise not only your feature but your complete program by using these appropriately illustrated Short Subject Strips.

Not only are Short Subjects always in Good Boxoffice Style . . . but they can mean the difference between poor and GOOD business.





ONLY $1.50 EACH

SAVE MONEY AND ORDER 6 for ONLY $8.50

USE THIS HANDY ORDER FORM

FILMACK TRAILER CO. 1327 South Wabash, Chicago 5, Illinois
630 Ninth Ave., New York 36, New York

Please send me one each of the following Short Subject Strips

- ☐ Mighty Mouse
- ☐ Heckle and Jeckle
- ☐ Woody Woodpecker
- ☐ Popeye
- ☐ Donald Duck
- ☐ Bugs Bunny
- ☐ Tom & Jerry
- ☐ Daffy Duck
- ☐ Mr. Magoo
- ☐ Joe McDoakes
- ☐ Jasper

Please Ship Trailers To

Manager _____

Theatre _____

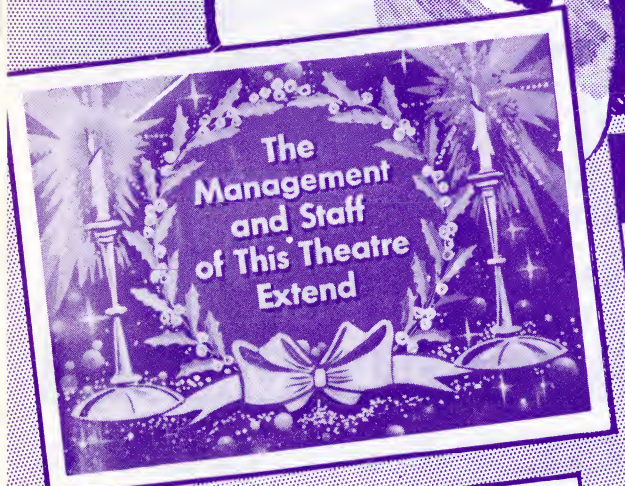
Address _____

City _____ **State** _____

THERE'S STI
HOLIDAY PR

YOU CAN COUNT
COME THROUGH
FOR THOSE LAS

USE THESE HOLIDAY PROMO



FULL COLOR XMAS GREETING TRAILER

Here's a Full Color TALKING Christmas Greeting Trailer that is handsomely designed in Glorious Full Color!

You SEE the Greeting . . . you HEAR the Greeting!

The titles appear on the Screen as an off-stage announcer's voice delivers the Greeting Message.

Best of all, these Trailers are undated! They can be used again and again from year to year!

Jan. 5-8 $5.00 each.

(If you order both the Xmas and New Year Full Color Greeting Trailers, the price for the combination is only $9.50!)

NEW YEARS EVE MIDNITE SHOW

Here's Great News for all NEW YEAR'S EVE Stay-Up-Laters!

Wave 1954 "good-bye" and say "hello" to 1955 here . . .

At our gala NEW YEAR'S EVE LATE SHOW, Friday, December 31st.

Come in anytime Friday evening . . . see our regular program, and then . . .

Stay over for our special, New, NEW YEAR'S EVE SHOW, at No Extra Charge!

Or . . . come as LATE as 11:30 P.M. for this Great New Year's Eve Show . . . (trailerette here.)

We're bringing you this Grand New Year's Eve Entertainment at our REGULAR PRICES!

That's our way of saying, "Happy New Year" to you All!

So . . join the Happy Throngs here, New Year's Eve!

Jan. 5-9 15c A Word

1327 So. Wabash
Chicago 5, Illinois

FILM

LL TIME FOR ROMOTIONS!

T ON FILMACK TO WITH A TRAILER T MINUTE IDEAS!

OTION IDEAS!

Just in case you may have missed ordering a trailer for the Holiday Season, You still have time to place your order and have it on your screen before the Holidays.

Here are several promotion ideas and Greeting Trailers you may need . . .

FULL COLOR NEW YEAR GREETING TRAILER

This is a Full Color TALKING New Year Greeting Trailer . . . where you both SEE and HEAR the special New Year's message.

This trailer also is undated . . . so you can use it over for years to come. The Full Color New Year's Greeting Trailer costs $5.00.

Special Combination Offer: Both the Xmas and New Years Trailers for just $9.50!

Jan. 5-12

$5.00

KIDDIES NEW YEAR'S EVE MATINEE SHOW

HEY KIDS . . . Want to Celebrate NEW YEARS EVE just like the grown-ups?

Then ATTEND our BIG NEW YEAR'S EVE MATINEE CELEBRATION! Friday Afternoon, Dec. 31st at (time). . . .

This Special Show is FOR KIDS ONLY! No Adults Admitted unless you bring 'em here!

FREE . . . Noisemakers . . . Funny Hats . . . Balloons! And . . . A COMPLETE SHOW! A Special Feature, Comedy, and Cartoons!

Get your Pals together for this BIG New Year's Eve MATINEE CELEBRATION!

SHOW OPENS at (time) FRIDAY ALL SEATS (price).

Jan. 5-10 15c A Word

KIDDIES NEW YEAR'S DAY MORNING SHOW

Say, Kids . . . Are you tired of having to tip-toe around the house on Saturday mornings . . . Do Mom and Dad insist YOU get outta their hair . . . while they sleep late?

SATURDAY (January 1st) is gonna be WORSE! It's the morning of NEW YEAR'S DAY! . . . Your folks will be recovering from celebrating.

But WAIT . . . We have a plan to keep you from SUFFERING . . .

ATTEND our Special NEW YEAR'S DAY MORNING CARTOON SHOW! 2½ Hours of SUPER CARTOONS . . . JUST FOR KIDS!

REMEMBER . . . NEW YEAR'S DAY MORNING (Time and Admission). Your friends will all be here . . . WILL YOU?

Jan. 5-11 15c A Word

MANAGER'S PERSONALIZED GREETING

AS MANAGER Of THIS THEATRE I wish to thank each and everyone of you for your patronage during the past year.

And . . . Our Entire Staff joins me in the Sincere Wish that All of You will enjoy . . .

A MERRY CHRISTMAS And A HAPPY NEW YEAR!

James W. Edward

Jan. 5-13 **Manager**

$7.75

ACK 630 Ninth Ave. New York, N.Y.

PROTECT YOUR THEATRE AGAINST FIRE . . .

Keep Reminding Your Patrons Of Your

NO SMOKING RULES

USE THESE TRAILERS

Please do not smoke on the theatre premises.

The State Law prohibits the lighting of matches or cigarettes here.
Thank you

Jan. 5-14 — $3.00

Smoking is not allowed anywhere within this theatre building . . .

Please do not "light up" until you are outside.

For your own protection, we ask your cooperation in not smoking here.

Thank you

Jan. 5-15 — $4.00

City ordinances forbid the lighting of cigarettes, cigars, etc. inside this theatre . . .

Therefore, we must request that you do not smoke until you have left the building.

Jan. 5-16 — $3.50

1327 So. Wabash Chicago

FILMACK

630 Ninth Ave. New York

THE LAUGH PARADE

They were dancing at the Service Club. He held her tightly, his eyes closed, and danced as though floating on a cloud. Then the music stopped. "Let's go out on the porch," he said.

Outside he took her in his arms and whispered in her shell-like ear, "Darling, I love you so. Say you love me, too. I may not be rich like Sergeant Brown or spend money like he does, but I love you so much I'd do anything in the world for you."

Two soft white arms reached around his neck, and two ruby lips whispered in his ears, "Darling, introduce me to Sergeant Brown."

*

Sergeant A. Romeo Wolfe, on furlough was intrigued by the penned message he discovered on the flyleaf of the Bible he found in his hotel room: "If you are lonesome and restless, read Psalms 23 and 27."

Ever the helpful guy, the Army's great lover penned an addendum: "Or call SHOshone 2-6733 and ask for Mae."

*

An aviation cadet was listening to a lecture on the use and operation of the parachute. "And what if I pull that string and the thing doesn't open?" he asked. "That," replied the instructor, "is what is known as jumping to a conclusion."

*

The new Army uniform is green and singlebreasted. But the nudists have long displayed a one-button suit.

*

A recent divorcee said that when she married her husband she married him for life — but she found out he didn't have any.

New Filmack Price Schedule

Frame Trailers . . . . . 15c a word
$1.50 minimum frame.

Roller Trailers . . . . . 17c a word
$4.50 minimum roller.

Talk Trailers . . . . . 50c a word.
$25.00 minimum Talking Trailer.

Photos . . (copy alongside) $2.00

Photos . . (copy superimposed) $4.50

HERE'S AN EASY WAY TO INCREASE

YOUR POP CORN SALES

RUN A FILMACK POPCORN TRAILER!

Try This One:

YUM! YUM!
That's what Folks say when they nibble our POPCORN!

That's because our Popcorn's so GOOD! We serve it extra fresh . . . popped in small batches!

It's crispy . . . it's crunchy . . . our Popcorn is FUN to eat! How about trying some NOW at our Refreshment Center?

Jan. 5-17 — $6.00

Or use this one (or both!):

Do you like your POPCORN Hot out of the Popper with Lots of Crunch?

If that's how you like it, you'll LOVE the kind we serve at our Refreshment Center!

Stop off at our Popcorn Stand Now and get some . . . 'cause Movies and POPCORN Go Together!

Jan. 5-18 — $6.00

Better yet, alternate these two trailers . . . and then just stand back and watch the interest mount around your Popcorn Stand!

Boost Your Refreshment Sales . . .

Advertise your intermission with a suggestion - packed Filmack Intermission Trailer!

Here's one to try:

And Now . . . For a Brief Intermission.

A SHORT BREAK To Add To Your Enjoyment of the Show!

During the Intermission we invite you to visit our REFRESHMENT CENTER for something to eat or drink!

Jan. 5-19 $4.50

And here's another:

For your convenience . . . we will now have a short Intermission.

May we suggest that you visit our Refreshment Center . . . to select a tempting snack!

There are lots of Treats waiting, to complete your Movie-Going Enjoyment!

Jan. 5-20 $5.00

Hayfoot: "My gal has two of the prettiest legs in the world."
Strawfoot: "How do you know?"
Hayfoot: "I counted 'em."

*

Visiting Nurse: Did you drink the three pitchers of water and stay in bed like I told you?
Patient: I drank the water.

*

"Would you give ten cents to help the Old Ladies' Home?"
"What? Are they out again?"

*

Northern Co-Ed: "Men are all alike."
Southern Belle Roommate: "Men are all Ah like, too."

*

A dumb girl counts on her fingers, but pert little Patricia counts on her legs.

*

Junior's not so dumb. He walked into a candy store the other day and asked for ten cents worth of chocolate babies. "And make 'em all boys, he ordered.
The proprietor, naturally enough, asked "Why boys, son?"
Grinned the Brat: "More chocolate!"

*

The following essay on cats was turned in by a grade school pupil:
"Cats and people are funny animals. Cats have four paws but only one maw. People have forefathers and only one mother.
"When a cat smells a rat he gets excited — so do people.
"Cats carry tails, and a lot of people carry tales, too.
"All cats have fur coats. Some people have fur coats, and the ones who don't have fur coats say catty things about the ones who have them."

Little Willie is at the awkward age — too young to leave alone and too old to trust with baby-sitters.

Give Your "Off" Night A Shot Of Adrenalin By Staging A...

Talent Search

They used to call it Amateur Night or Discovery Night but now they call it Talent Search.

Call it any name you want but you'll find that it's just the ticket to boost your Box-office on the night you need it most.

Get your merchants to cooperate on prizes and use this trailer to sell your shows.

Who Are The Crosbys . . . Hopes and Jane Russells of Ourtown??

Come to the Name theatre every (day, date and time) and SEE FOR YOURSELF.

See Name City Star Time (Call it any name you want to) . . . it'll be a parade of local talent on our stage.

Winners will be selected weekly to compete in the Grand Prize sometime in April.

(Name prizes and cooperating merchants here)

The Grand Prize winner will be recommended for a tryout on Ted Mack's Original Amateur Hour.

Here's your chance to win fame and fortune . . . If you can sing, dance, play a musical instrument or entertain in any way.

Contact the manager of this theatre for an audition. It may be your big chance.

Remember to be at this theatre (Day, Date and time) and cheer your favorite talent on to fame and fortune.

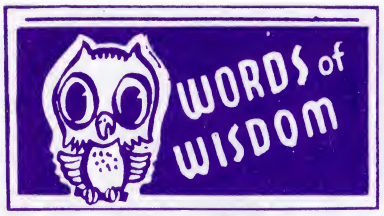
Jan. 5-21 15c A Word

FILMACK

1327 S. WABASH CHICAGO 5. ILL.

630 NINTH AVENUE NEW YORK 36. N. Y.

Send us your own ideas. We'll Trailerize them at 15c a word.



This story has been told in various forms, but it bears the same logic in whatever manner it is applied. It is about the city man who bought a farm. When he went out to look at the line fence, which had been the source of much quarreling, the neighboring farmer said, "That fence is a full foot over on my side."

"Very well," said the new owner; "we will set the fence two feet over on my side."

"Oh, but that is more than I claim," stammered the surprised farmer.

"Never mind about that; I would much rather have peace with my neighbor than two feet of earth," said the man.

"That's surely fine of you, sir," replied the farmer, "but I couldn't let you do a thing like that. That fence just won't be moved at all."

The next time you have a dispute about rights, surprise your adversary by giving him more than he asks and realize the joy of the turning.

*

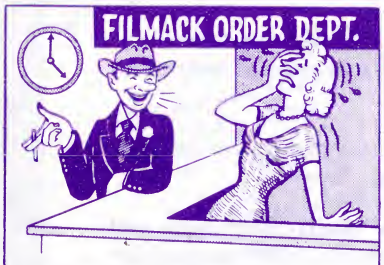
I can remember back to the good old days when charity was a virtue . . . instead of an industry.

*

You'll never get indigestion from swallowing your pride occasionally.

*

Truth has only to change hands a few times to become fiction.



"Just a small job . . . A Talking Trailer tinted green, 5 special photo backgrounds, and some hand-lettered captions. Take your time, just as long as I get my Merchant Greeting Trailer Ad by tomorrow morning at 9 A.M."

June or January . . .

it pays to make a fuss about your

CINEMASCOPE OR WIDE SCREEN INSTALLATION

In June and January, too . . . Smart Showmen know it's Good Business to publicize their installation of Wide Screen or CinemaScope.

Before and after your installation, use trailers like these, to insure better business:

CINEMASCOPE ADVANCE

THIS THEATRE Takes great pride in Announcing the NEW MIRACLE of Motion Picture Entertainment . . . CINEMASCOPE.

You See It WITHOUT GLASSES. Now Being Installed in this theatre!

CINEMASCOPE at a Cost of Thousands will bring an entirely new innovation in entertainment.

The Picture Will Be Shown on our Gigantic Wide Screen . . . All the way across our Stage.

Its Miracle Lens brings a New Lifelike Picture . . .

You'll experience a realism you never thought possible.

You'll see the finest CinemaScope Productions at this theatre during the coming months . . .

Don't Miss Our First CinemaScope Program . . .

Jan. 5-22 $12.00

After Installation

Just for fun . . . compare the Short Subject you just saw on our small screen with what follows . . .

Note the difference in magnitude and scope when you see our feature on our Giant Wide Screen.

See and appreciate the difference.

Jan. 5-23 $5.00

Wide Screen Header

Our Giant New WIDE SCREEN Calls for BIG Pictures . . . and We've Got Them! . . . Yes . . . the Big . . Spectacular . . . New and Colorful Wide Screen Hits Are Coming Here! . . . Just Look at the Array of Eye-Filling Wide Screen Attractions Coming Here Soon . . .

Jan 5-24 $5.25

(Trailerettes Here)

TEASER

COMING SOON! The New Miracle of Motion Picture Entertainment . . . CINEMASCOPE Coming to This Theatre.

Jan. 5-25 $2.00

CinemaScope Header

CinemaScope is a Magic Doorway into a new world of Motion Picture Wonderment!

CinemaScope is a never-ending thrill . . . each new production bringing new wonders to the screen! . . .

Here are new CinemaScope wonder hits coming soon with all their miracle magic . . .

Jan. 5-26 $5.75

(Follow with trailerettes)

1327 So. Wabash
Chicago 5, Illinois

FILMACK

630 Ninth Ave.
New York, N.Y.

THE 'NEW' FRANK SINATRA

IS COMING OUT IN

TWO NEW HITS!!

Take advantage of Frankie's new popularity gained with his Oscar for "Eternity" by teasing his new hits far in advance.

"SUDDENLY Teaser"

Once he was a crooner . . . girls swooned when he sang!

Then came "From Here To Eternity" . . . and there was ex-crooner Frank Sinatra with an Academy Award!

And NOW . . . Here Comes Frank Sinatra the Actor . . . blazing across the screen in a role you'll long remember! . . .

Be sure to see "SUDDENLY!"

Jan. 5-27 $6.00

"YOUNG IN HEART" Teaser

Are YOU Young in Heart?

If you are . . . then you'll love the Heart-Singing Story of the New DREAM TEAM . . .

Frank Sinatra and Doris Day . . . Loving and Singing in "YOUNG IN HEART"

Its Hit Songs . . . its gay color will warm your heart! Coming Soon to This Theatre!

Jan. 5-28 $6.00

A man's success depends on his knowledge of what is his business, and what is none of his business.

*

Solomon was the only man in history who could truthfully tell a bride that she was one woman in a thousand.

*

Many a successful man is one who works hard to get rich and then spends the rest of his life sitting on the porch of a sanitarium watching the healthy poor go by.

*

A great drawback about success is that by the time you are rich enough to sleep late, you're so old you wake up early every morning.

*

Many a girl, these days, goes into an office looking for a position and finds herself in a situation.

*

A filing cabinet is a place where you can lose things systematically.

*

Our business of tomorrow depends upon our busy-ness of today.

*

The boy who does his best today will be a hard man to beat tomorrow.

*

What this country needs is a good five-second commercial.

*

That man is a success in life who has:

1. Good health.
2. Somebody to love and somebody to love him.
3. Gets fun out of his job.

Another reason you can't take it with you — it goes before you do.

THIS CHRISTMAS
And All Year 'Round...

Tell 'em WHEN

Tell 'em WHERE

your HITS are coming . .

DO IT WITH Filmack's Personalized DATE STRIPS

$1.65 EACH

Special OFFER ! Any Five Date Strips for $7.75 Order as DS-5

Keep Your Theatre's Name and Your Movie Dates in the Public Eye.

Also Available As PRESENTATION HEADERS

A perfect match for Personalized Date Strips . . . Use FILMACK'S PRESENTATION HEADERS . . . $4.00 Each.

Announce:
* Coming Attractions
* World News
* Short Subjects
* Feature Attraction
* or YOUR OWN COPY

Timely Ideas From Theatres EVERYWHERE!

RED HOT TIPS!

Submitted By Your Fellow-SHOWMEN!

PRESENTS CARTOONS WITH CINEMASCOPE LENS

Here is something NEW in screen presentation . . .

A CARTOON-O-SCOPE!

This is a novel treatment of cartoons which have been made to be shown in 2-D as you normally see them.

Now they will be presented through our Cinemascope lens!

The cartoon will then fill out the full width of our screen.

And some figures will bring more mirth as they take on girth . . . or spread out sideways with this lens trick.

We hope you like CARTOON-O-SCOPE!

Jan. 5-29 15c A Word

MANAGER REVIVES SATURDAY MIDNITE SHOWS

Midnite shows are back!

Yes, during the next few weeks we will run a midnite show every

SATURDAY NIGHT.
Get a party together and plan to attend every week.

There's MYSTERY . . COMEDY . . ACTION . .

Here's a peek at the Big Show you will see SATURDAY at MIDNIGHT . . .

Jan. 5-30 15c A Word

ORIGINAL HEADER SELLS COMING BIG HITS

Hold Everything! . . .
Blow The Whistle! . . .

It's Kick-Off Week For a "New Look" in Movie Entertainment! We've Contracted For Some Delicious Movie Morsels . . Some Atomic Screen Plays that'll put Sizzle and Zip in Your Screen Entertainment this season!

We're celebrating these Big-Time Movie Treats with a real Festival of Select Movie Hits! Just take a look at a few of the wonderful Movies coming to the (name) Theatre this (Name of season.) . . .

(Follow with Trailerettes)

All these and more . . . coming to the (name) Theatre! Now you can see why we're celebrating!

Jan. 5-31 15c a word

To Our Patrons And Friends!

Thank You For Your Kind and Generous Support During The Past Year.

We Hope You Will Find Many More Pleasant Hours Of Relaxation At Your (Name) Theatre Throughout The New Year.

The Entire Staff Joins Us In Wishing You . . . A Happy and Prosperous New Year!

The Management.

Jan. 5-32 15c A Word

CHURCH TRAILER EXPRESSES AMERICAN HERITAGE

"Congress shall make no law, abridging the freedom of religion . . . "

The Constitution of the United States guarantees our right to worship as we please. Do not fail to avail yourself of this right and privilege.

Plan now to attend your church this Sunday and every Sunday.

Jan. 5-33 15c A Word

STRING GIMMICK STILL STRONG

When you entered the theatre you were given a piece of string. Now — tie the string around your finger as a reminder to see (name feature) . . . the Funniest Picture in a long, long time!

Jan. 5-34 15c A Word

FREE PASSES GIMMICK FOR BEVERAGE CUPS!

(Roller style . . .)

WIN A PASS TO THIS THEATRE

Many of our Beverage Cups have a star on the side.

If Your Beverage Cup has a Star . . . present it to the Doorman for a FREE PASS.

Our Automatic Beverage Dispenser is always ready to serve you with cool, refreshing soft drinks.

Jan. 5-35 17c a word

THE MARCH of DIMES NEEDS YOUR HELP

Join the fight on polio . . . and gain the Good Will and respect of your community.

These trailers will help your local volunteers put-over their campaign:

The March of Dimes Polio Drive has begun!

Your help in fighting Infantile Paralysis is needed more than ever before.

Our town's quota is (amount.) Respond generously! We must not fail those whose well-being is our goal!

Jan. 5-36 15c A Word

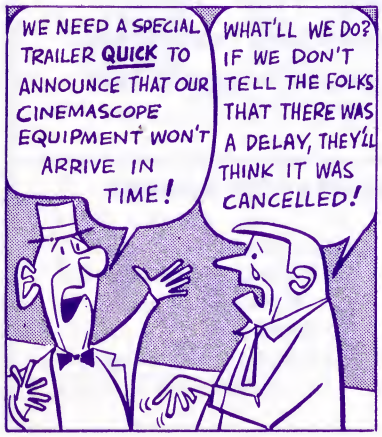
Join the Parent's March on Polio!

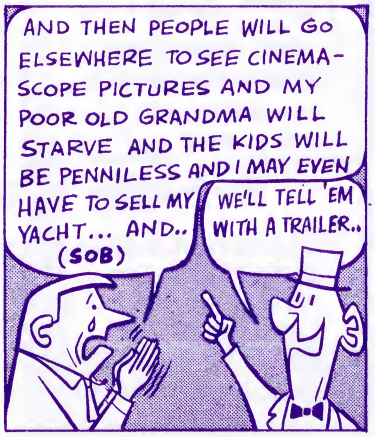
Parent - Volunteers will call upon you (date and time) to collect your contribution.

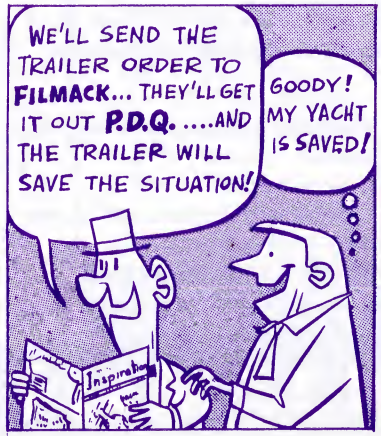
Let your Porch Light shine . . . as the symbol of your willingness to help fight dreaded polio!

Don't forget to turn on your porch light (date and time!)

Jan. 5-37 15c A Word


WE NEED A SPECIAL TRAILER QUICK TO ANNOUNCE THAT OUR CINEMASCOPE EQUIPMENT WON'T ARRIVE IN TIME!
WHAT'LL WE DO? IF WE DON'T TELL THE FOLKS THAT THERE WAS A DELAY, THEY'LL THINK IT WAS CANCELLED!


AND THEN PEOPLE WILL GO ELSEWHERE TO SEE CINEMASCOPE PICTURES AND MY POOR OLD GRANDMA WILL STARVE AND THE KIDS WILL BE PENNILESS AND I MAY EVEN HAVE TO SELL MY YACHT... AND.. (SOB)
WE'LL TELL 'EM WITH A TRAILER..


WE'LL SEND THE TRAILER ORDER TO FILMACK... THEY'LL GET IT OUT P.D.Q. ....AND THE TRAILER WILL SAVE THE SITUATION!
GOODY! MY YACHT IS SAVED!

FILMACK HAS 35 YEARS OF EXPERIENCE IN PULLING CHESTNUTS OUT OF THE FIRE - SWITCH TO FILMACK!
FOR QUALITY, SPEED AND SHOWMANSHIP IN SPECIAL TRAILERS

Happy New Year

Resolve to earn the Good Will and Respect of your Community all thru 1955

USE

Church TRAILERS

Hundreds of your fellow-showmen have tried it . . .
Why don't you try it, too? Here are some Trailers to use:

Start the New Year right! Start your family out on regular Church attendance!

You'll all be better for it . . . your lives will gain richness by your going!

Go to the Church of your choice this Sunday . . . and every Sunday.

$5.00

Jan. 5-38

Freedom of Worship is the Heritage of Every American . . .

Protect That Heritage . . . and Support The Churches of This Community.

Go To Church Next Sunday In The Church of Your Faith.

$4.25

Jan. 5-39

Attending Church Is A Part of Complete Living. Add More Peace and Happiness TO YOUR Life . . .

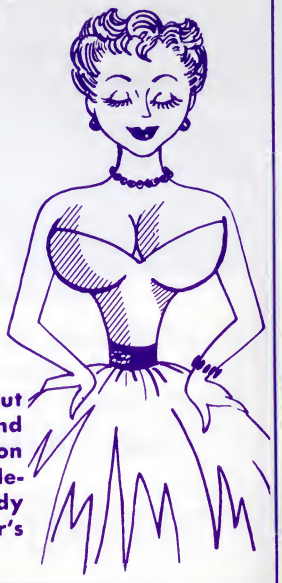
Attend The Church Of Your Faith Every Sunday.

$3.25

Jan. 5-40

Church Trailers are the simplest, most effective means of gaining a "Good Citizen" rating all year long.

WHY SETTLE FOR LESS



When you can get Trailers just busting out with Showmanship from Filmack . . . and why worry about getting your trailers on time when you know you can *always* depend on Filmack. It's the kind of speedy service that's the answer to an exhibitor's dream!

USE THIS ORDER FORM

CHICAGO **FILMACK** **NEW YORK**

1327 S. WABASH AVE. **630 NINTH AVENUE**

Please send me the following trailers:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Manager _____

Theatre _____

City _____

State _____

Sorry, Folks . . . but we just can't afford to pay the Postage on your Shipments. So when you send your check with your order please be sure to include postage.

To avoid disappointment and for better service give us the date you will start showing your trailer.

_____

SAVE C.O.D. CHARGES BY ENCLOSING CHECK WITH ORDER. BE SURE TO INCLUDE POSTAGE

MINIMUM ORDER $1.50

RETURN POSTAGE GUARANTEED
FILMACK TRAILER CO.
1327 S. Wabash Ave.
CHICAGO 5, ILL.

CHICAGO ILL.

Sec. 34.66 P.L. & R.
U. S. POSTAGE
PAID
Permit No. 3317

POSTMASTER:

If undeliverable as addressed . . . Please check reason in space below. Return Postage Guaranteed.

☐ NAME CHANGED TO:

☐ UNKNOWN ☐ CLOSED

☐ DUPLICATE

(Where possible if this is a Duplicate, please return to sender.)

Apollo Theatre
Princeton
Ill.

A Smile Is The Lighting System Of The Face.

New York University
A private university in the public service
Elmer Holmes Bobst Library
Collection Services
70 Washington Square South
New York, N.Y. 10012-1091

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